

# **Business Plan Template**

## **Basic: Sample Business Plan**

Using this outline and answering the following questions can help you draw up a professional business plan. Counseling centers can offer you guidance on your business plan. In addition, the business reference librarian at your local library can offer further assistance while you research information for your business plan.

### **Cover Sheet**

Name of business, names of principals, address and phone number of business.

### **Table of Contents**

#### **I. Statement of Purpose**

#### **II. The Business**

A. Description of Business

B. The Market

C. Competition

D. Location of Business

E. Management

F. Personnel

G. Sources of Funding, Application and Expected Effect of Loan Investment

H. Summary

### **III. Financial Data**

A. Capital Equipment List

B. Balance Sheet

C. Pro-Forma Income Projections (profit and loss statements)

- Detail by Month, First Year
- Notes of Explanation

D. Pro-Forma Cash Flow

- Detail by Month, First Year
- Notes of Explanation

E. For an Existing Business

- Current Financial Statements Within Last 90 Days
- Historical Financial Reports for Past Three Years
- Balance Sheets for Past Three Years

### **IV. Supporting Documents**

Personal resumes, job descriptions, personal financial statements, letters of reference, letters of intent, copies of leases, contracts, legal documents and anything else of relevance to the plan.

### **Questions**

#### **Description of Business**

1. Business form: sole proprietorship, partnership, limited partnership, limited liability partnership, limited liability company, corporation ("S" corporation, "C" corporation, non-profit).

2. Merchandising, manufacturing, wholesale or service?

3. What is the product?

4. Is it a new business? A takeover? An expansion?

5. Why will your business be profitable?

6. When is your business open?

7. Is it a seasonal business?

8. What have you learned about your kind of business from outside sources (trade suppliers, banks, other business people, publications)?

### **The Market**

9. Who exactly is your market? Define your market.

10. How are you going to satisfy your market wants?

11. How will you attract and hold your share of the market?

12. How are you going to price your product?

### **Competition**

13. Who are your nearest competitors?

14. What is the financial condition of their business and the health of the industry in general?

15. What have you learned from their operations?

16. How do you plan to keep an eye on the competition?

### **Location of Business**

17. What are your location needs?

18. What kind of building do you need?

19. Why is this a desirable area? A desirable building?

20. How do you plan to keep an eye on demographic shift in your area?

### **Management**

21. How does your background/ business experience help you in this business? Also, for your benefit, what weaknesses do you have and how will you compensate for them (i.e., what related work experience have you had)?

22. Who is on the management team?

23. What are the duties of each individual on the management team?

24. Are these duties clearly defined? How?

25. What additional resources have you arranged to have available to help you and your

business?

### **Personnel**

26. What are your personnel needs now?

27. What will your needs be in five years?

28. What will be your wage scale: Salary or hourly? Overtime? Fringe benefits? Taxes?

29. How do you plan to train personnel for both operation and management?

### **Sources of Funding, Application and Expected Effect of Loan Investment**

30. How will the loan (or other injection of new funds) make your business more profitable?

31. Should you buy or lease?

32. Do you need this new money? Establish a procedure for making borrowing decisions.

33. How is this loan to be used?